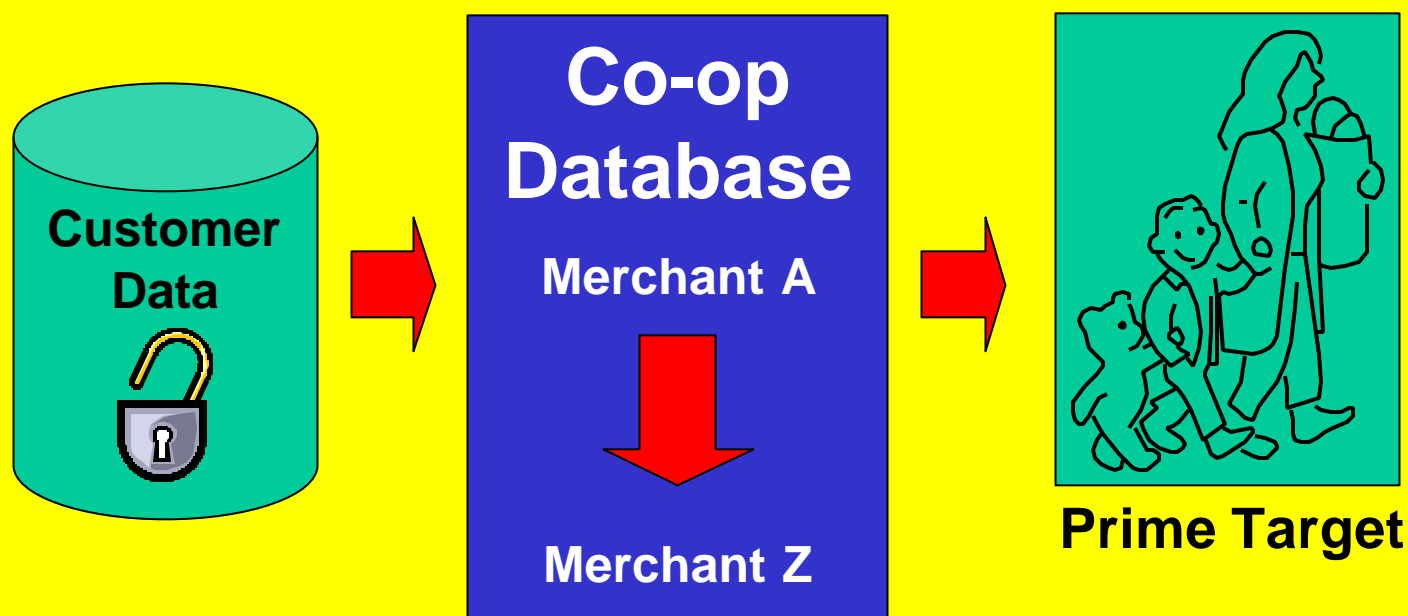




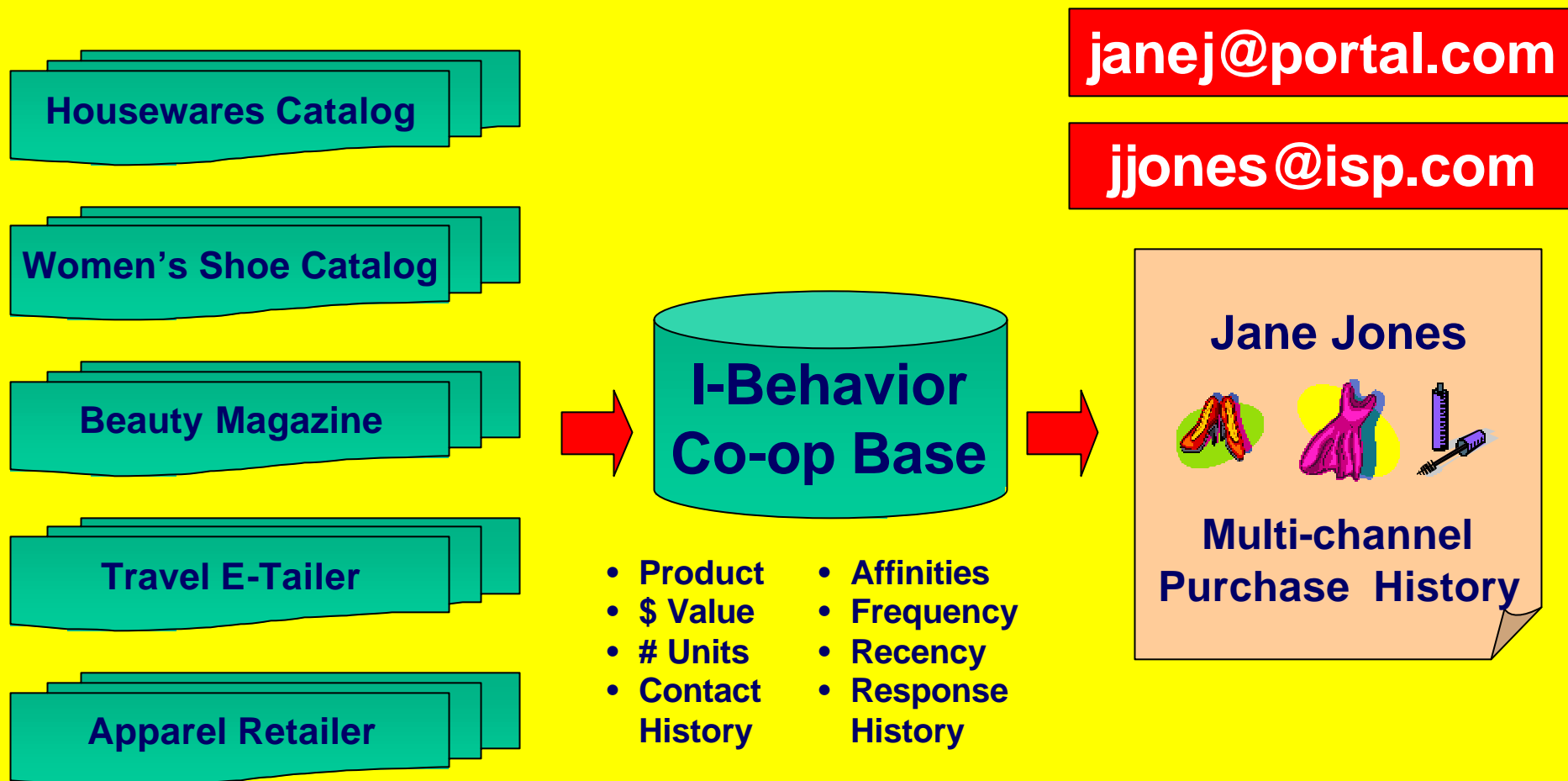
Making every marketing dollar count.

What Is a Co-op Database?

Marketers pool their customer data to gain access to names otherwise unavailable.



Co-op Model Provides a More Complete Portrait of Shoppers



I-Behavior's Online Privacy Safeguards

- Only “opt-in” names are sent e-mails.
- Consumers specify maximum e-mail volume.
- Consumers have access and control.
- E-mail rentals based on model scores only.
- No e-mail addresses or data released to members.